

## CHIU.KEAT

Jonathan Lee  
Design Director & Educator

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## CORE COMPETENCIES

Art Direction

Brand Evolution

Brand Guidelines

Brand Identity Systems

Brand Strategy

Concept Development

Creative Direction

Cross-Functional  
Collaboration

Design Leadership,  
Operations, & Research

Design Thinking

Mentorship & Education

Product Design Systems

Team Management

Adobe Creative Cloud

Figma

## EDUCATION & RECOGNITION

Parsons School of Design,  
Bachelor of Fine Arts in  
Communication Design

Featured in  
Graphic Design USA's  
*People to Watch 2018*

Contributor to  
*Ming Romantic: Collected  
and Bound Vol. 1*,  
in partnership with  
Synoptic Office

Featured in The Cooper  
Union's *Image of the Studio*

At Champions Design,  
achieved awards including  
Art Director's Club Bronze,  
Type Director's Club 60  
Recipient, and PRINT  
Magazine's Regional  
Design Annual feature for  
*Rebranding the USA*

## CAREER SUMMARY

- Award-Winning Senior Design Leader leveraging 10+ years of experience across various globally-known brands, influencing market expansion, collaborating cross-functionally amongst Marketing, Product, and Engineering to execute innovative campaigns and evolve identity systems while enhancing business outcomes
- Brand lead on design taskforce responsible for establishing Etsy's 1<sup>st</sup> extensive brand guidelines through leading sprint planning, collaborating with key stakeholders in Marketing, Product, Engineering, while managing a sub-team of 2 designers and a copywriter, iterated and crafted strategy, product design, brand design, motion design, tone of voice, and art direction guidance; evangelized the new identity system across the company and integrated into new projects
- Key partner in strategy and design workshops for Etsy Design Awards (the Etsies), Etsy's product listing page, Kickstarter's brand refresh, and Prospect Park Alliance's website redesign
- Led sourcing and art direction of illustrators, photographers, stylists, videographers for the Etsies, Halloween, Holiday 2019, and Q1–Q2 2020 global campaigns, including concepting and overseeing production of the Etsies' 3D trophy design as well as commercial production on press for print projects
- Responsible for expanding Google's product and system icons library, rebranding Google Design community hub (design.google), and ideation on Google's logo refresh
- Wrote syllabi and taught 4 semesters at Parsons School of Design, educating students by modeling a professional design environment where students were in groups to redesign an identity system for a non-profit of their choice with phases including research, strategy, exploration, execution, and implementation, with guest speakers; mentored recent grad for 6 months guiding the start of their professional career

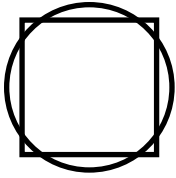
## PROFESSIONAL EXPERIENCE

### Capsule Design Director, 2020 – Present

- As company's first brand design hire, pioneered foundation of brand design team, ensuring on-brand consistency by establishing design operations and processes, productivity tools like Asana and Google Drive for project management, file naming and organization, as well as weekly meetings between marketing and design to allocate resources and hit deadlines
- Built out a remote brand design team culture by writing job descriptions for mid and senior level brand designer roles, interviewing, and hiring 3 team members, including focusing on their career growth with 1:1s, professional development courses, and coaching; developed team's competency matrix with Head of Design
- Develop and execute on company's nationwide market expansion by collaborating with Marketing, Product, Expansion, and Business Operations teams, including overseeing new pharmacy floor plans and designing city-specific signage, designing pitch collateral to partner with Morgan Stanley, Virtuwel, and Healthfirst, to launching company's 1<sup>st</sup> national Out of Home campaign in Q3 2021 and Q1 2022 across 12 cities with 250+ assets by building wallscapes, billboards, murals, and bus wraps in only 6 weeks from concept to delivery

### Etsy Art Director / Senior Designer, 2016 – 2020

- Spearheaded as brand lead on design taskforce responsible for establishing Etsy's 1<sup>st</sup> extensive brand guidelines; through leading sprint planning, collaborating with key stakeholders in Marketing, Product, Engineering, and managing a sub-team of 2 designers and a copywriter, iterated and crafted strategy, product, brand, iconography, tone of voice, and art direction guidance; presented new identity system during company-wide All Hands, evangelized new system during meetings, and integrated into new projects
- Promoted to art director in 2018, leading teams and collaborating with marketing and product teams on successful design strategy and visual systems for seasonal campaigns across the calendar year; sourced, hired, and art directed illustrators, photographers, videographers, and stylists for campaigns
- Key partner in strategy and design workshops for the Etsies, working closely with Merchandise, Public Relations, and International teams to create new name and identity system for elevated awards competition, resulting in 2.7B+ global impressions and generating \$28K in GMS for winning shops; Concepted and oversaw production of the Etsies' 3D trophy design
- Partnered with Product leads to devise sprint planning, lead workshops, iterate, and use Figma to redesign company's largest template, the product listing page; held user research and testing sessions to confirm that updated design was more approachable, intuitive, and on-brand with Etsy's values
- Co-lead in a group of 4 within Etsy's employee resource group Asian Resource Community

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(ARC) post-layoffs from 2017–2019 to foster and build community; wrote ERG's charter, organized group hangouts, discussions, and organized company-wide holiday events like Lunar New Year and Holi

**Kickstarter Designer, 2015–2016**

- Led efforts for company's brand refresh, working closely alongside CCO, CMO, Brand Strategist, and Design team to devise brand strategy; company internally voted on new direction and collaborated with design team on key product flows for website redesign
- Partnered with design director and events coordinators to launch physical experiences including Sundance Film Festival 2016's Green Room; to date, nearly 100 Kickstarter-funded films have been official Sundance Film Festival selections and another 100 have made it to SXSW; 10 have even been nominated for Academy Awards with 2 being in 2016 and 1 taking home an Oscar
- Redesigned email template system and implemented with engineer to streamline communications across categories

**Google Designer, 2015**

- Instrumental member of the influential Material Design team, evolving and implementing visual language into teams' products across the company and reaching 2.5B active users
- Responsible for expanding Google's product and system icons library, rebranding design.google, and ideation for Google logo refresh

**Champions Design Designer, 2013–2014**

- Designated person for digital experiences of all brand refreshes, including information architecture, wireframing, user flows, visual design, responsive layouts from mobile to desktop; used InvisionApp to present interactions to partners; handed off templates and sticker sheets; hired and oversaw developers to build out websites; educated clients on CMS
- Translated Gemological Institute of America's (GIA) website into 1×10 and 16×9 displays for new office space in Midtown; researched, strategized, and storyboarded 26 chapters of content into engaging and digestible content using motion; oversaw video production partner to ensure correct implementation; hired and art directed photographer for agency's website
- Responsible for sourcing and hiring print vendors and developers, writing proposals, managing budgets, project management, branding, ideation, execution, and presentation decks for clients of all industries, including Aetna, Columbia Business School, Friends of the High Line, New York Times, GIA, Prospect Park Alliance, Union Theological Seminary

**ADDITIONAL EXPERIENCE****CHIU.KEAT Owner, 2011–Current**

- In professional practice, utilized experience across a wide range of industries to build rapport within design community; gained reputation for building comprehensive identity systems and evolving brands with a focus on mission-driven and innovative companies
- Designed 320-page fashion tome at Opening Ceremony, designed exhibition spatial graphics for the New York Public Library's Midtown location at Pure+Applied, consulted on the refreshed iconography system for Atlassian, pitched and designed for real estate and hospitality clients at Love&War

**AIGA NY Early Career Mentorship Mentor, 2021–Current**

- Mentored 1 recent grad for 6 months, guiding them through professional and personal issues

**Parsons School of Design Part-Time Undergraduate Faculty, 2016–2018**

- Wrote syllabi and taught 4 semesters at Parsons School of Design, educating students by modeling a professional design environment where in groups students redesigned an identity system for a non-profit of their choice; phases included research, strategy, exploration, execution, and implementation, with guest speakers